

Message Text

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ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 COME-00 CIAE-00 INR-10 NSAE-00

RSC-01 TRSE-00 USIE-00 PRS-01 OMB-01 AGR-20 DRC-01

/066 W

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R 131647Z DEC 73

FM AMEMBASSY SAN JOSE

TO SECSTATE WASHDC 5757

INFO AMEMBASSY GUATEMALA

AMEMBASSY MANAGUA

AMEMBASSY SAN SALVADOR

AMEMBASSY TEGUCIGALPA

UNCLAS SECTION 1 OF 2 SAN JOSE 4397

E.O. 11652: N/A

TAGS: BEXP, CS

SUBJECT: FY 1974 COMMERCIAL PROGRAMS FOR ALL ARA POSTS

REF: STATE 234462

1. PRESENTED IN PARAGRAPH 3 BELOW IS THE EMBASSY'S
PROPOSED COMMERCIAL ACTION PROGRAM FOR THE BALANCE OF
FY 1974. WHILE

WE WOULD HAVE PREFERRED A LONGER LEAD-
TIME IN ORDER TO COMPLETE INDUSTRY PROFILES ENVISIONED IN
OBJECTIVES ONE AND TWO PRIOR TO FORMULATING THE COSTA
RICAN CAP, WE BELIEVE THE PROPOSED PROGRAM IS REALISTIC
AND SHOULD CONTRIBUTE EFFECTIVELY TO OUR OVERALL GOAL OF
INCREASING THE U.S. 33 PERCENT SHARE OF THIS MARKET.

2. MANY OF THE OBJECTIVES SPECIFIED CANNOT BE MET
WITHOUT WASHINGTON BACKSTOPPING AND SOME ADDITIONAL
RESOURCE ALLOCATION. HOWEVER, UNLESS THE CAP IS TO
BECOME A STERILE AND BUREAUCRATIC EXERCISE IN THE ART
OF DRESSING UP WHAT WE WERE GOING TO DO ANYWAY, SUCH
WASHINGTON SUPPORT IS ESSENTIAL. WE ARE HOPEFUL ON THE BASIS OF
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RECENT EXPERIENCE IT WILL BE FORTHCOMING. IN PROVIDING

BACKSTOPPING FOR SUCH PROJECTS AS THE CATALOG SHOW (OBJECTIVE 1), THE HOSPITAL SEMINAR (OBJECTIVE 2), AND PARTICULARLY, FOR THE FINANCING CLINIC (OBJETUZCTLN# THE DEPARTMENT AND DOC SHOULD ALWAYS HAVE IN MIND THAT COSTA RICA IS AN INTEGRAL PART OF THE CENTRAL AMERICAN COMMON MARKET (CACM) AND THAT WASHINGTON RESOURCES WILL BE MORE EFFICIENTLY ALLOCATED TO THE EXTENT THAT REGIONAL FACTORS ARE TAKEN INTO ACCOUNT. A SEMINAR OR DISPLAY PROVIDED BY WASHINGTON SHOULD NORMALLY FIT THE NEEDS OF OTHER CACM MISSIONS, AND IN ANY CASE, OFTEN THE TARGET AUDIENCE SHOULD SPAN SEVERAL CACM COUNTRIES.

3. (A) OBJECTIVE ONE: INCREASE COSTA RICAN IMPORTS OF U.S. CAPITAL MACHINERY AND EQUIPMENT. ACTION ONE: SEGMENT COSTA RICA'S INDUSTRIES AND IDENTIFY THE POTENTIAL TRADE OPPORTUNITIES FOR CAPITAL MACHINERY AND EQUIPMENT. COMPLETE "IN HOUSE" STUDY (INDUSTRY PROFILE) OF ONE OF THE LOCAL MAJOR INDUSTRIES BY JANUARY 31, 1974, AND COMPLETE ONE OR MORE EACH SUBSEQUENT MONTH. ACTION TWO: ORGANIZE CATALOGUE SHOW AROUND PRODUCERS GOODS, MACHINERY AND EQUIPMENT FOR APRIL 1974 TO INCREASE THE NUMBER OF LOCAL REPRESENTATIVES OF U.S. FIRMS AND DEVELOP RELATED TRADE OPPORTUNITIES. USIS RESPONSIBLE FOR THE PUBLICITY OF THE PROMOTION. FY 74 UNFUNDED COST ESTIMATED AT \$365.00 FOR SPACE RENTAL AND OFFICIAL RECEPTION OPENING NIGHT WITH AMBASSADOR'S PARTICIPATION.

(B) OBJECTIVE TWO: INCREASE U.S. SHARE OF THE COSTA RICAN MARKET FOR HOSPITAL AND MEDICAL EQUIPMENT, APPARATUS AND SUPPLIES. ACTION ONE: COMPLETE "IN HOUSE" STUDY (INDUSTRY PROFILE) OF HOSPITAL AND MEDICAL EQUIPMENT, APPARATUS AND SUPPLIES BY JANUARY 31, 1974. ACTION TWO: ORGANIZE TECHNICAL SEMINAR IN HOSPITAL ADMINISTRATION FOR JUNE 1974 WITH THE ASSISTANCE OF THE DEPARTMENT OF COMMERCE. THIS PROMOTION WILL INCLUDE THE FACILITY FOR THE DISPLAY OF EQUIPMENT AND SUPPLIES OF U.S. AND LOCAL AMERICAN FIRMS. FY 74 UNFUNDED COST FOR RENTAL SPACE AND INCIDENTAL EXPENSES ESTIMATED AT \$500.00.

(C) OBJECTIVE THREE: INCREASE THE EXPOSURE OF U.S. AGRICULTURAL PRODUCTS. ACTION ONE: WITH THE COOPERATION OF THE AGRICULTURAL ATTACHE COMPILE LIST OF COSTA RICAN UNCLASSIFIED

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CATTLE BREEDERS ASSOCIATIONS AND LIST OF U.S. MANUFACTURERS OF FARM MACHINERY AND EQUIPMENT WITH INTEREST IN SELLING THE COSTA RICAN MARKET. ACTION TWO: GET THE DEPARTMENT OF COMMERCE AND THE DEPARTMENT OF AGRICULTURE TO ENLIST THE PARTICIPATION OF U.S. INTERESTS IN THE LOCAL NATIONAL LIVESTOCK SHOW BY EXHIBITING LIVESTOCK AND FARM MACHINERY AND EQUIPMENT. EMBASSY TO ARRANGE FOR THE DISPLAY SPACE, PUBLICITY AND TO ASSIST WITH

APPOINTMENTS AND ARRANGEMENTS FOR APPROPRIATE REPRESENTATIONAL FUNCTIONS. FY 74 UNFUNDED COST FOR SUPPORT OF NATIONAL CATTLE SHOW ESTIMATED AT \$200. USIS TO PROVIDE PUBLICITY.

(D) OBJECTIVE FOUR: MAXIMIZE U.S. GAINS AND ENCOURAGE PARTICIPATION OF U.S. FIRMS IN MAJOR CONSTRUCTION PROJECTS SUCH AS THE PROPOSED ALCOA-BARUCA HYDRO-ELECTRIC PROJECT FOR THE ALUMINUM INDUSTRY. ACTION ONE: POST TO KEEP ABREAST AND REPORT ON EACH SIGNIFICANT DEVELOPMENT OF PROJECTS. COMMERCE TO IDENTIFY AND INFORM ALL APPROPRIATE U.S. FIRMS OF THE DEVELOPMENTS. ACTION TWO: IDENTIFY ON A TIMELY BASIS THOSE PRODUCTS AND SERVICES ARISING FROM THESE PROJECTS THAT REPRESENT A POTENTIAL U.S. TRADE OPPORTUNITY.

(E) OBJECTIVE FIVE: IN SUPPORT OF OBJECTIVE ONE THROUGH FOUR, INCREASE LOCAL KNOWLEDGE AND AWARENESS OF THE MANY AND VARIED METHODS OF FINANCING PURCHASES OF U.S. PRODUCTS AND SERVICES. ACTION ONE: WITH THE ASSISTANCE OF THE U.S. DEPARTMENT OF COMMERCE, EXIM BANK AND APPROPRIATE U.S. GOVERNMENT AND PRIVATE FINANCIAL INSTITUTIONS, ORGANIZE A 2-DAY FINANCING SEMINAR OR CLINIC FOR MAY 1974. THIS SEMINAR IS TO BE SPONSORED JOINTLY BY THE LOCAL CHAMBERS OF COMMERCE AND ASSISTED BY USIS. (A TARGET AUDIENCE OF ABOUT 400 FROM COSTA RICA AND NEARBY COUNTRIES IS ENVISIONED). PARTICIPANTS TO BE WASHINGTON FUNDED. OTHER COSTS FUNDED BY CHAMBERS.

NOTE BY OCT: # AS RECEIVED. SERVICED UPON REQUEST.

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RSC-01 TRSE-00 USIA-15 PRS-01 OMB-01 AGR-20 DRC-01

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(F) OBJECTIVE SIX: INCREASE AWARENESS OF U.S. PRODUCTS AND SOPHISTICATED TECHNOLOGY. ACTION ONE: BEGIN THE PUBLICATION AND DISSEMINATION OF A COMMERCIAL NEWSLETTER IN JANUARY 1974 AND EACH ALTERNATE MONTH THEREAFTER WITH THE ASSISTANCE OF USIS. ACTION TWO: UTILIZE THE TWO "STORE FRONT" WINDOWS OF THE EMBASSY BELONGING TO USIS TO DISPLAY SMALL U.S. PRODUCTS AND POSTERS DEPICTING U.S. SOPHISTICATED TECHNOLOGY. ACTION THREE: PUBLICIZE PERIODIC PLANT VISITS OF AMEBASSADOR OR DCM WITH COMMERCIAL ATTACHE. USIS WILL ARRANGE FOR LOCAL PRESS COVERAGE. ACTION FOUR: PROMOTE THE EXTENSIVE USE OF THE FACILITIES OF THE COMMERCIAL LIBRARY BY LOCAL FIRMS. USIS AGAIN WILL ASSIST. FY 74 UNFUNDED REQUIREMENTS FOR CONTRACTURAL TRANSLATION SERVICES FOR NEWSLETTER ESTIMATED AT \$135.

4. TOTAL COSTS ESTIMATES FOR OBJECTIVES WILL BE FORWARDED IN SUPPLEMENT TO SPECIAL FINANCIAL PLAN SUBMITTED DECEMBER 5. WILL EXCLUDE REPRESENTATION AMOUNTS, WHICH WILL BE INCLUDED IN SEPARATE STATEMENT.

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